



Start at Consilio Consulting Bulgaria EOOD as soon as possible

Marketing Manager Digital & Marketing Automation (m/f/d)

 Sofia (Bulgaria)

You know how to turn great content into successful digital campaigns and want to actively develop marketing processes? With us, you will combine creative content with marketing automation and independently implement data-driven marketing initiatives.

Your Responsibilities

- Conceptualizing, creating, and further developing content for websites, landing pages, and other digital marketing activities
- Independently planning, implementing, and optimizing integrated B2B marketing campaigns across various digital channels
- Building, managing, and further developing marketing automation processes and workflows
- Segmenting relevant target audiences and ensuring the targeted execution and optimization of marketing campaigns
- Analyzing relevant campaign and performance KPIs and deriving and implementing appropriate optimization measures

Your Profile

- Completed degree, vocational training, or a comparable qualification in marketing, communications, media, or a related field
- Practical experience in B2B online marketing as well as a good understanding of marketing automation, target audience segmentation, and data-driven campaign optimization
- Good knowledge of HubSpot or a comparable CRM and marketing automation system, as well as experience with website and content management systems
- Experience in the targeted use of AI tools in marketing, along with a good understanding of creating and optimizing digital content
- Proficiency in German and English at C1 level, both written and spoken, as well as willingness to work from the office two days per week

Please submit your application documents in either German or English.

Your Benefits



CONSILO offers companies excellent consulting services in the digitalization and automation of company-wide business processes. Our consultants combine process-oriented and functional technical SAP application know-how with the aim of improving the competitiveness of companies through the effective and efficient use of standard software. Well-known national and international companies place their trust in us and build on our many years of experience, competence and innovative strength. Because we understand them.

Questions?

Your contact

Theresa Täubrich
Talent Acquisition Specialist

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